

Matter closed

# Shangrila Private Ltd avoids CCP bullet

Company's marketing campaign discontinued to ensure compliance

**OUR CORRESPONDENT**  
 ISLAMABAD

The Competition Commission of Pakistan has accepted commitments made by Shangrila Private Ltd and disposed of the matter, which saw the latter being issued a show-cause notice for its first encounter violation of section 10 under the Competition Act that deals with deceptive marketing practices.

The representative of National Foods argued that, in terms of clear findings of the inquiry report and the retail audit survey conducted by AC Nielsen, it had a major market share while the market share of Shangrila was quite low.

It was also submitted that

even the Brands Foundation has not allowed Shangrila to use the 'number one' tagline.

On the other hand, the counsel, appearing on behalf of Shangrila, filed a Commitment under Regulation 30 of the Competition Commission (General Enforcement) Regulations 2007 that stated that the marketing campaign under question had already been discontinued and it will ensure compliance with the Competition Act and directions of the CCP.

Based on the previous commitment and the forthcoming approach of Shangrila, the CCP's bench disposed of the matter while accepting the commitments filed by Shangrila ensuring compliance thereof and also directing to file the compliance report that none of the marketing material contains any decep-

It was also submitted that even the Brands Foundation has not allowed Shangrila to use the 'number one' tagline

tive claim — the 'Pakistan's number one' used in the marketing campaign in question.

Consumer protection is a key area of the Competition Law Enforcement and CCP's Office of Fair Trade (OFT) is set up to further the commission's objective of creating a business environment based on healthy competition and protecting consumers from anti competitive practices.

The matter was heard by a three-member bench, which included CCP Chairman Dr Joseph Wilson and members Mueen Batlay and Dr Shehzad Ansar.

03 December 2013

Page # 03

# CCP disposes of show-cause notice issued to firm

ISLAMABAD: The Competition Commission of Pakistan (CCP) while conducting a hearing in the matter of show cause notice issued to M/s Shangrila (Private) Limited for prima facie violation of Section 10 of Competition Act that deals with deceptive marketing practices, accepted their commitments and disposed of the matter.

The matter was heard by a three-member bench comprising of Dr Joseph Wilson, Chairman, Mueen Batlay, Member and Dr Shehzad Ansar, Member.

The representative of National Foods argued that in terms of clear findings of the enquiry report and the Retail Audit Survey conducted by A C

Neilson, National Food had major market share while the market share of Shangrila was quite low. It was also submitted that even the Brands Foundation has not allowed Shangrila to use 'No 1' tagline.

On the other hand the Counsel appearing on behalf of the Shangrila filed commitment under Regulation 30 of the Competition Commission (General Enforcement) Regulations, 2007 that the marketing campaign under question had already been discontinued and they will ensure compliance with the Competition Act and the directions of the CCP in the matter thereof.

Based on the aforesaid com-

mitment and the forthcoming approach of Shangrila, the CCP's bench disposed of the matter while accepting the commitments filed by Shangrila ensuring compliance thereof and also directing to file compliance report that none of marketing material contains deceptive claim i.e. Pakistan's No. 1 used in the marketing campaign in question.

Consumer protection is a key area of Competition Law Enforcement and CCP's Office of Fair Trade (OFT) has been established to further the Commission's objective of creating a business environment based on healthy competition and protecting consumers from anti competitive practices.—PR

Page #14  
03 December 2013

## Show cause notice issued to Shangrila disposed off

STAFF REPORTER

ISLAMABAD—The Competition Commission of Pakistan (CCP) while conducting a hearing in the matter of show cause notice issued to M/s Shangrila (Private) Limited for prima facie violation of Section 10 of Competition Act that deals with deceptive marketing practices, accepted their commitments and disposed of the matter. The matter was heard by a three member bench comprising of Dr. Joseph Wilson, Chairman, Mr. Mueen Batlay, Member and Dr. Shehzad Ansar, Member.

The representative of National Foods argued that in terms of clear findings of the enquiry report and the Retail Audit Survey conducted by A.C. Neilson, National Food had major market share while the market share of Shangrila was quite low. It was also submitted that even the Brands Foundation has not allowed Shangrila to use 'No. 1' tagline. On the other hand the Counsel appearing on behalf of the Shangrila filed Com-

mitment under Regulation 30 of the Competition Commission (General Enforcement) Regulations, 2007 that the marketing campaign under question had already been discontinued and they will ensure compliance with the Competition Act and the directions of the CCP in the matter thereof.

Based on the aforesaid commitment and the forthcoming approach of Shangrila, the CCP's bench disposed of the matter while accepting the commitments filed by Shangrila ensuring compliance thereof and also directing to file compliance report that none of marketing material contains deceptive claim i.e. Pakistan's No. 1 used in the marketing campaign in question. Consumer protection is a key area of Competition Law Enforcement and CCP's Office of Fair Trade (OFT) has been established to further the Commission's objective of creating a business environment based on healthy competition and protecting consumers from anti competitive practices.

# The Nation

Page # 09

03 December 2013

## CCP disposes of show cause issue after compliance



**OUR STAFF REPORTER**  
ISLAMABAD

The Competition Commission of Pakistan (CCP) while conducting a hearing in the matter of show cause notice issued to M/s Shangrila (Private) Limited for prima facie violation of Section 10 of Competition Act that deals with deceptive marketing practices, accepted their commitments and disposed of the matter.

The matter was heard by a three member bench comprising of Dr. Joseph Wilson, Chairman, Mueen Batlay, Member and Dr. Shehzad Ansar, Member.

The representative of National Foods argued that in terms of clear findings of the enquiry report and the Retail Audit Survey conducted by A.C. Neilson, National Food had major market share while the market share of Shangrila was quite low. It was also submitted that even the Brands Foundation has not allowed Shangrila to use 'No. 1' tagline.

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Based on the aforesaid commitment and the forthcoming approach of Shangrila, the CCP's bench disposed of the matter while accepting the commitments filed by Shangrila ensuring compliance thereof and also directing to file compliance report that none of marketing material contains deceptive claim i.e. Pakistan's No. 1 used in the marketing campaign in question.

Consumer protection is a key area of Competition Law Enforcement and CCP's Office of Fair Trade (OFT) has been established to further the Commission's objective of creating a business environment based on healthy competition and protecting consumers from anti competitive practices.